

What is claimed is:

1. A sales activity management system comprising:
  - a database that stores activity management information concerning activity content of each salesperson and sales negotiation
  - 5 item information concerning each sales negotiation item that each salesperson is in charge of;
  - an activity content evaluation unit that evaluates the activity content of each salesperson based on at least one of the activity management information and the sales negotiation item information,
  - 10 registered in said database;
  - an evaluation report creating unit that generates evaluation report information concerning the activity content of each salesperson, based on the evaluation results by said activity content evaluation unit; and
  - 15 an evaluation report sending unit that sends the generated evaluation report information to a terminal device of the salesperson.
2. The sales activity management system according to claim 1, wherein the activity management information includes one of, or a plurality of data of, number of registered sales negotiations, number
- 20 of customer calls made, hours of activity, number of agreements reached in sales negotiations, rate of agreements reached in sales negotiations, sales proceeds, and estimate proceeds.
3. The sales activity management system according to claim 1, wherein the sales negotiation item information includes data of
- 25 progress level of each sales negotiation item.

4. The sales activity management system according to claim 1, further comprising an activity pattern analyzing unit that extracts sales management information that has a number or rate equal to or higher than a predetermined number of registered sales negotiations  
5 or a predetermined rate of registered sales negotiations from said database, and analyzes the activity pattern of the salesperson, using the extracted sales management information, wherein:

said evaluation report creating unit generates advise information towards the activity content of each salesperson based on the analysis  
10 by said activity pattern analyzing unit, and adds the generated advise information to the evaluation report information.

5. The sales activity management system according to claim 4, wherein said advise information includes activity instruction information towards each salesperson.

15 6. The sales activity management system according to claim 4, wherein said activity pattern analyzing unit extracts sales management information wherein a sales proceed or an estimate proceed is higher than a predetermined amount, from said database, and analyzes the activity pattern of the salesperson using the  
20 extracted sales management information.

7. The sales activity management system according to claim 1, wherein the evaluation report creating unit ranks the activity content of each salesperson, based on the evaluation results by the activity content evaluation unit.

25 8. The sales activity management system according to claim 1,

further comprising:

a customer database that stores customer information concerning customers; and

a customer targeting unit that extracts sales negotiation item  
5 information wherein a sales negotiation progress level in the sales  
negotiation item information is equal to or higher than a  
predetermined level, targets the customer of sales negotiation  
indicated by the extracted sales negotiation item information, extracts  
the customer information of the targeted customer from the customer  
10 database, and adds the customer information to said evaluation report  
information.

9. The sales activity management system according to claim 8,  
further comprising a knowledge database that stores knowledge  
information concerning know-how and knowledge in sales activity,  
15 correlating it with customer information registered in the customer  
database, wherein

said customer targeting unit extracts knowledge information  
relating to the targeted customer from the knowledge database and  
sends the information to said terminal device, when sending the  
20 evaluation report information to said terminal device.

10. The sales activity management system according to claim 8,  
further comprising a knowledge database that stores sales support  
information including at least one data of various promotional  
material, sales activity record, and delivery achievement concerning  
25 apparatuses, for using in sales activity, correlating it with customer

information registered in the customer database, wherein  
said customer targeting unit extracts sales support information  
relating to the targeted customer from the knowledge database and  
sends the information to said terminal device, when sending the  
5 evaluation report to said terminal device.

11. The sales activity management system according to claim 1,  
which receives information concerning results of sales activity  
carried out based on said evaluation report information, from said  
terminal device, and registers at least one of the activity management  
10 information and the sales negotiation item information, which are  
based on the received information, to said activity management  
information database.

12. The sales activity management system according to claim 1,  
wherein said evaluation report information further includes data of  
15 comments input by a manager of said each salesperson.

13. A server device comprising:  
an activity content evaluation unit that evaluates the activity  
content of each salesperson based on at least one of the activity  
management information and the sales negotiation item information,  
20 registered in a database that stores activity management information  
concerning activity content of each salesperson and sales negotiation  
item information concerning each sales negotiation item that each  
salesperson is in charge of;

an evaluation report creating unit that generates evaluation  
25 report information concerning the activity content of each

salesperson, based on the evaluation results by said activity content evaluation unit; and

an evaluation report sending unit that sends the generated evaluation report information to a terminal device of the salesperson.

5        14. A computer readable recording medium which stores a program for controlling a computer to execute:

a step of evaluating activity content of each salesperson based on at least one of the activity management information and the sales negotiation item information, registered in a database that stores

10       activity management information concerning activity content of each salesperson and sales negotiation item information concerning each sales negotiation item that each salesperson is in charge of;

a step of generating evaluation report information concerning the activity content of each salesperson, based on the evaluation results

15       by said activity content evaluation unit; and

a step of sending the generated evaluation report information to a terminal device of a salesperson.

15. A computer data signal embedded in a carrier wave, which represents a program for controlling a computer to execute:

20       a step of evaluating activity content of each salesperson based on at least one of the activity management information and the sales negotiation item information, registered in a database that stores activity management information concerning activity content of each salesperson and sales negotiation item information concerning each

25       sales negotiation item that each salesperson is in charge of;

a step of generating evaluation report information concerning the activity content of each salesperson, based on the evaluation results by said activity content evaluation unit; and

a step of sending the generated evaluation report information to  
5 a terminal device of a salesperson.